2014 Minneapolis Community Technology Survey

Thanks to the 3,015 residents who responded! We continue to work toward digital equity in Minneapolis.

Access to computers and the Internet, along with the skills to use these tools is critical as technology becomes more and more a part of our daily lives and is integrated in our economic, educational, health, and workforce systems. The purpose of the survey is to inform the City's efforts to overcome the digital equity gap between individuals and groups in their access to and use of technology, and provide data to measure changes in the community over time.

Key Points from the 2014 Survey

- Most Minneapolis residents held positive views of technology access in the city. Access to computers and the Internet was widely considered essential, and most households had Internet-capable computers and cell phones and used them regularly to go online; ownership of devices with Internet access continued to increase in 2014.
- Over the last three years, residents have increasingly accessed the Internet using smart phones and tablets yet access varies across the 11 Minneapolis Communities and socio-economic factors. Residents who identified as lower-income, African-American, older and retired, unemployed or disabled were less likely to own a device with Internet access. Still, ownership of Internet-enabled mobile phones was high, even among those households least likely to own a computer.
- Minneapolis residents frequently conducted a variety of activities online, with many using email, accessing news and weather, looking up a question and using social media on a daily basis. Residents rarely watched Minneapolis government television programming.

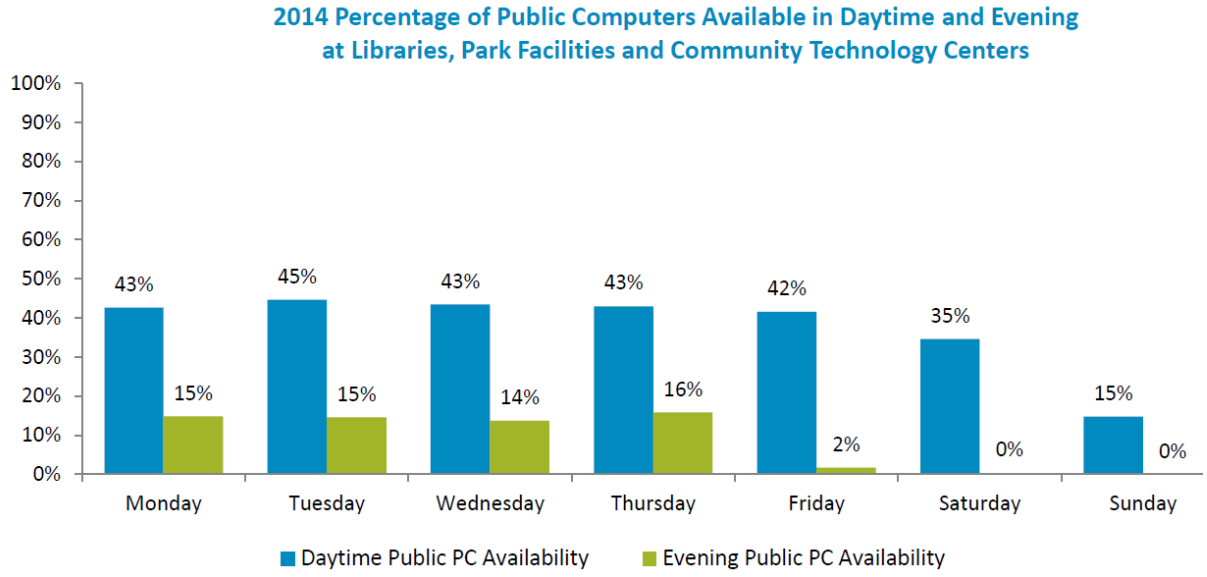
Key Challenges

- Digital equity is a component of equity in Minneapolis: The data on access and use of technology points to a digital equity gap along the lines of income, race, age and education.
- Overall 15% of households do not have a computer with Internet access at home, which translates into 24,750 households in Minneapolis.
- Value proposition: The importance of home Internet access increased substantially with level of use; virtually all high-level users described Internet access as essential, while non-users were most likely to say that home Internet access was not at all important.
- Only 6% of whites don't have any Internet access at home, compared to 24% of African Americans and 10% of other races/multiracial or Hispanic respondents. While there is less variation based on preferred language for respondents with computers and smartphones, 90% of whites have computes with Internet at home compared to 66% of African Americans and 81% of other races or Hispanic.
- Families with Children: Overall, 90% of households with children have access to a computer with Internet access and families recognize that having a computer with Internet access is

essential for their household. When we look at the data by race and ethnicity, 97% of white alone/non-Hispanic households have access to a computer with Internet at home compared to 81% of households with children from all other races/ethnicities.

- Income: Respondents earning $50,000 a year or more were significantly more likely to own a desktop computer, tablet, cell phone and game console with Internet access.
- Education: Those with a high school education or less felt that access to a computer and Internet at home was less important compared to their counterparts. Residents with more education were more likely to own computers, tablets and cell phones with Internet access, were more comfortable using these devices, and tended to use the Internet for activities such as emailing, attending online classes and communicating with government.
- Age: Residents aged 55 and older are least likely to be computer and Internet users.
- While comfort level with mobile devices has increased significantly, more residents of all ages need skills in online communication and collaboration —such as, publishing to the Internet, creating websites, maintaining blogs and even coding their own applications.
- Too many residents do not feel very comfortable finding and applying for jobs online; only 65% of unemployed respondents looking for work have a computer with Internet at home.
- Residents are not comfortable attaining education online and are not often accessing health information.
- The Internet is not being used often by residents to find community resources, engage in civic activities or communicate with government.
- Residents are frequently using email, social media and obtaining information online, however engagement activities are occurring less frequently, including communicating with government and economic development through direct selling of goods and services on the Internet.
- Residents do not feel they know enough to deal with cyber security issues

All Minneapolis Residents Have the Tools, Skills and Motivation to Gain Value from the Digital Society



Note: The availability of the computers were during the Daytime (8 am - 5 pm) and Evening time (5 - 10 pm) at Libraries, Park Facilities and Community Technology Centers, and based on 1,698 computers.
Source: Minneapolis IT Department, October 2014

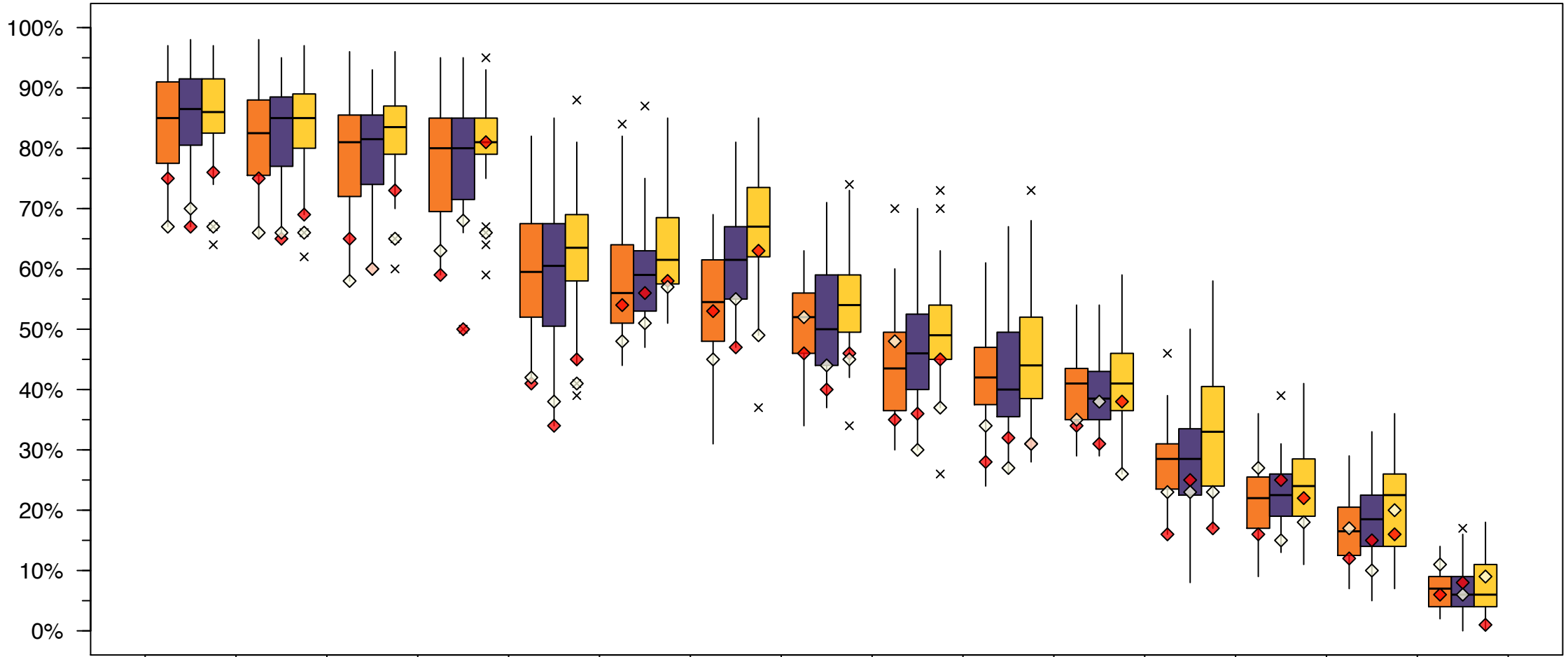
Contact: Elise.Ebhardt@minneapolismn.gov 612-673-2026 www.minneapolismn.gov/it/inclusion

North Minneapolis Tech Resources DRAFT 1/12/15

Organization	Address	Phone	Hours	Trainings	Computers	Notes
Emerge	1101 W Broadway	612-529-9267	830a-430p M-F	Computer basics, internet, email, word (CTEP AmeriCorps)	6	New Career & Tech Center opening early 2015
Employment Action Center	2143 Lowry Ave N	(612) 752-8560		Need to review offerings		
Farview Park	621 29th Ave N	612-370-4922	3p-9p M-Th, 3-6p F, 9a-4p Sa	Open Lab	6	
Folwell Park	1615 Dowling Ave N	612-370-4917	3p-9p M-Th, 3-6p F, 9a-4p Sa	Open Lab	6	
Hmong American Mutual Assistance Association	1718 Washington Ave N	612-374-2694	8a-5p M-F	Job Skills Training		
Neighborhood Hub	3210 Oliver Ave N	612-522-0942	9a-4p M-Th	?	4	
North Commons	1801 James Ave N	612-370-4921	3p-9p M-Th, 3-6p F, 9a-4p Sa	Open lab	6	
North Regional Library	1315 Lowry Ave N	612-543-8450	9a-8p MTTH 9a-5p WFSa 12p-5p Su	See website	46	
Northpoint	1315 Penn Ave N	612-767-9500	9a-12p 1p-5p M-F	Open lab	20	
Oak Park Neighborhood Center	1701 Oak Park Ave N	612-377-7000	Weekdays	Open lab	9	
Phyllis Wheatley Community Center	1301 10th Ave N	612-374-4342	Weekdays	Open Lab		Need to validate lab availability
Sumner Library	611 Van White Memorial Blvd	(612) 543-6875		See website	25	Open Door Learning Center within Sumner also has computer lab used for computer training with ESL classes.
Urban League	2100 Plymouth Avenue North	(612) 302-3100	Weekdays based on staffing	Open Lab	14?	
UROC	2001 Plymouth Avenue N	612-624-3704	M-F Classes only	https://diversity.umn.edu/bced/node/28	14	
Webber Park	4400 Dupont Ave N	612-370-4916	3p-9p M-Th, 3-6p F, 9a-4p Sa	Open Lab	6	
Webber Park Library	4203 Webber Pkwy.	612-543-6750	See website	See website	12	
WorkForce Center (North)	1200 Plymouth Ave N	612-520-3509	830a-430p M-F	Compuer Basics Mondays 1-230 (CTEP AmeriCorps)	16	

Level of Digital Literacy

Near North Community



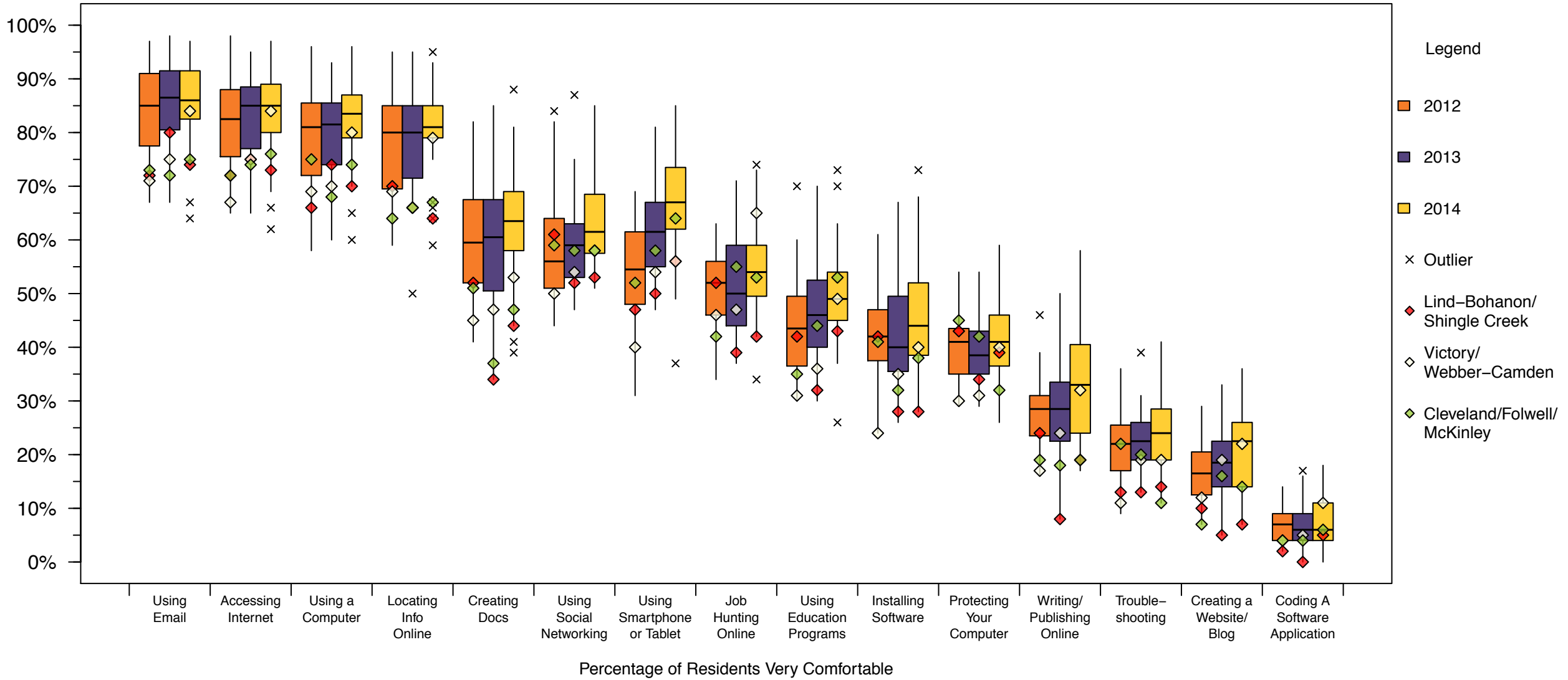
Legend

- 2012
- 2013
- 2014
- Outlier
- Hawthorne/Jordan
- Harrison/Near North/ Sumner–Glenwood/ Willard–Hay

Percentage of Residents Very Comfortable

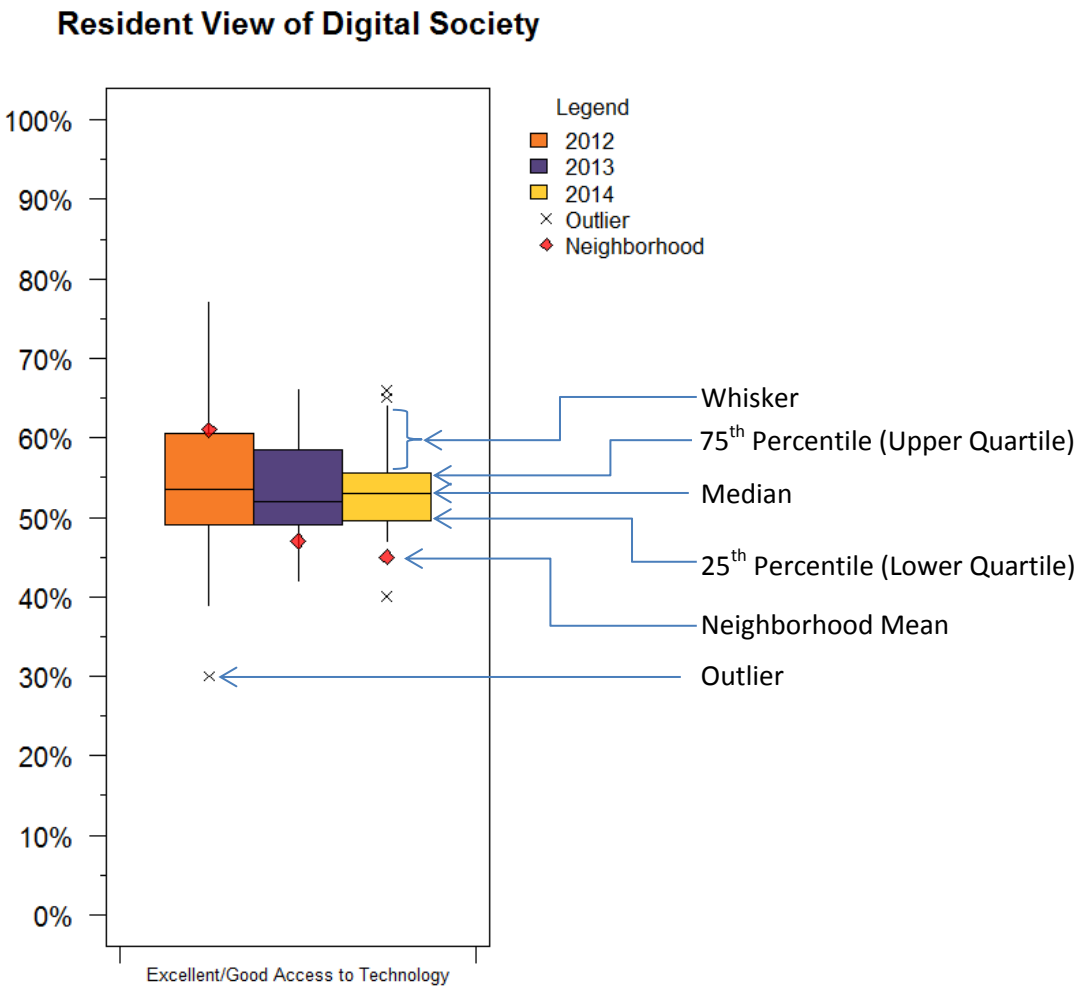
Level of Digital Literacy

Camden Community



Percentage of Residents Very Comfortable

How to Read and Interpret the Boxplot



Boxplots, also known as box-and-whisker plots or diagrams, are an extremely useful way of displaying a summary of the data in a meaningful, yet concise, manner. Included below is a sample of what you will see for the boxplots comparing 2012-2014 data for the same question with the different parts of the graph labeled and explained next to the boxplot.

Interpretation:

Legend: The legend is your guide to help determine what the symbols or colors in the boxplot represent.

Whisker: Helps see the spread of the data beyond the 25th-75th quartile range. The whisker length is up to 1.5 times the width between the 25th and 75th quartile (also called the interquartile range, or IQR) or less if the largest of smallest observation is within the whisker. If there are observations outside this 1.5*IQR they are extreme observations for the given dataset and are called outliers.

75th Percentile (Upper Quartile): Approximately 75% of neighborhood clusters are below this line, with 25% being above.

Median: Approximately 50% of neighborhood clusters are below, with 50% being above (the middle value of the dataset).

25th Percentile (Lower Quartile): Approximately 25% of neighborhood clusters are below this line, with 75% being above.

Neighborhood Mean: Most plots will have different colored diamonds marking where a neighborhood cluster has its average value and where it falls within the boxplot. This can help create a picture of where the neighborhood clusters stands relative to its fellow neighborhood clusters.

Outlier: These values are from neighborhood clusters that seem extreme in relation to the other data for neighborhood clusters.